

I N D I A



GEOGRAPHICAL
INDICATION TAGS



Invaluable Treasures of Incredible India

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. As of 2023, there are over 400 products from India that have been awarded GI tags.

Ambassador's MESSAGE



I extend my warm greetings to you through the pages of this captivating booklet on the Geographical Indication (GI) products of India.

Each page of this booklet unfolds a narrative of authenticity, history, and craftsmanship, highlighting the significance of products deeply rooted in the specific regions from which they originate. These products are not mere commodities; they are living embodiments of our cultural legacy, meticulously crafted by generations of skilled artisans and farmers. They represent the very soul of the land, telling stories of resilience, creativity, and the symbiotic relationship between the people and their surroundings.

As you immerse yourself in the stories behind Darjeeling tea, Banarasi silk, or the famed Nagpur oranges, envision the landscapes that have given birth to these treasures. Feel the pulse of India resonating through the vibrant colors, tastes, and textures that make each product a masterpiece.

In celebrating these Geographical Indication products, we celebrate the diversity that makes India extraordinary.

May this book be a source of enlightenment, fostering a deep appreciation for the cultural wealth that defines our nation. Let it be a reminder that every sip, every bite, and every touch carries with it the essence of a region, a community, and a legacy that deserves to be cherished.

On behalf of the Embassy of India, Vienna, I welcome you to embark on this cultural odyssey with us. May the stories within these pages resonate with you, as we collectively cherish and safeguard the unique identity of India's Geographical Indication products.

Jaideep Mazumdar

Indian Ambassador to Austria, Montenegro and the Holy See.

Permanent Representative to the UN and other international Organisations in Vienna.

Geographical Indications of India
Painting, Sculpture, Masks, Pottery, Clay



Art

PAINTING POTTERY SCULPTURE MASKS

'In Art, man reveals himself, and not his objects'
- Rabindranath Tagore





The Mithila region of Bihar, mainly the district of Madhubani, is the birthplace of some of the most celebrated folk tales of India. The naves of Mithila have an innate sense to tell these with their due reverence in a visually captivating narrative art form known as Mithila painting. Madhubani painting / Mithila painting is done on clothes, handmade paper and Canvas. Traditionally the colours used in Mithila paintings are natural and they are derived from plants. Since ages the events related to the stories of the Hindu deities have been the most popular theme of the Madhubani painting. These paintings were usually made on the occasion of important days to mark the ceremonies and religious events. Madhubani painting has successfully carved out a niche in the heart of every art lover of the world. Jitwarpur, Ran, Madhubani, Rashidpur, Simri are the major centres of the Madhubani painting.



Warli paintings got a GI tag in 2014. The Warli painting makers carry on a tradition stretching back to 2500 or 3000 BCE. Warli paintings is a tribal art mainly done by the women folk. The most important aspect of the painting is that it does not depict mythological characters or images of deities, but depict social life. Pictures of human beings and animals, along with scenes from daily life are created in a loose rhythmic pattern.



The Gond Paintings are a hidden treasure that is passed on from generation to generation in Patangarh. Mostly found in Madhya Pradesh and Chhattisgarh, the Gond tribe is one of the largest Adivasi communities.



Cheriyal Scroll Painting is a popular and modified version of Nakashi art, unique to the state of Telangana and made mostly in Hyderabad currently. These scrolls are painted in narrative format similar to a film roll or even comic strips, and depict stories from the Indian mythology as well as the shorter stories related to the Puranas and Epics. Scroll paintings are known for their rich history and they also assume a significant role among Asia's artistic traditions.



In the heart of Bastar, in Chattisgarh, Dhokra artisans use an ancient metal casting technique to create exquisite souvenirs from brass, nickel, and zinc. This age-old tradition, once for rituals and daily life, now includes tribal musicians, Ganesh idols, jewellery, designer containers, and more. Bastar Dhokra earned a Geographical Indication (GI) tag in 2008, preserving its unique heritage.



The Pichwai style painting is from the state of Rajasthan originated nearly 400 years ago in Nathdwara near Udaipur. The main theme of these paintings is Lord Krishna depicted in Shrinathji form. Other common themes that are depicted are Radha, lotuses, gopis and religious festivals and celebrations like Holi, Diwali Govardhan Puja and Janmashtami. This intricate art needs months to complete which require skill and patience with years of experience.



Dholaks are made out of sheesham wood, leather and cotton ropes. The wood and the cotton are easily available in Amroha. This ready availability of these raw materials has led the business to thrive in the region. There are many units that produce dholaks, the wood-based drum instruments, providing employment to over a thousand artisans. Social development in other related spheres has led to the increased scope of the musical instrument. Amroha, the city that draws its name from 'aam' (the Hindi word for mango), also seems to be drumming its way to glory owing to its drums, dhols, tablas and damrus.



Khurja pottery is traditional Indian pottery manufactured in Khurja, Bulandshahr. Traditional pottery in Bulandshahr dates back to the time of Firozshah Tughlaq. What began as a display of blue art on ceramic pots is a major employment generator in the region, providing both direct and indirect employment. The region has about 350 units working on this particular skill. The colours used for painting blue pottery art products are made by the artisans, while the pottery itself is made of frit material that is glazed and low-fired. Bulandshahr's Persian influence is not only seen in the city's name but also in the blue ceramic pottery that the place manufactures.



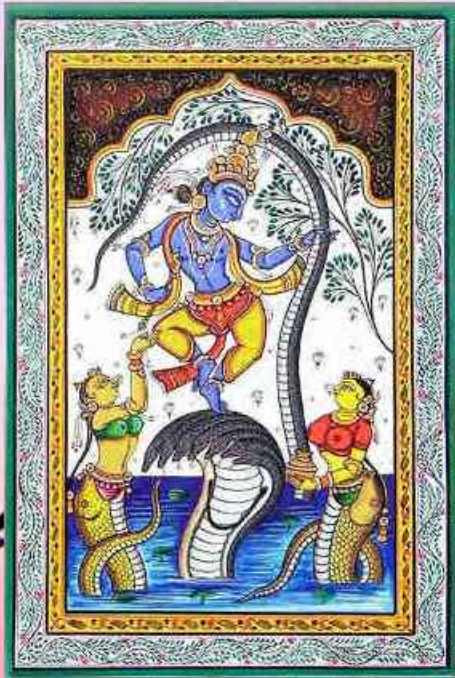
The Purulia Chhau mask earned a GI tag in 2018 giving the niche art global exposure. Traditionally used by Purulia's Chhau dancers, these masks are made with paper and are hence, very lightweight and recyclable.

Molela is a small, nondescript village in the Rajsamand district of Rajasthan, situated on the banks of the river Banas. Molela clay is dug from the banks of the local pond of the village. The distinction here lies in the terracotta plaques made here, only here all over India. The plaque images of gods and goddesses, coloured entirely or in Geru are decorated with raised coiled and round dots. These are further ornamented with impressions made by certain tools, in the form of linear diagonals, small round dots, radiating lines and even holes. Like most crafts, murtikala has been passed from generation to generation, through the sons of the family, evolving with each generation.



Blue Pottery is widely recognized as a traditional craft of Jaipur of Central Asian origin. The name 'blue pottery' comes from the eye-catching cobalt blue dye used to color the pottery. Some of this pottery is semi-transparent and mostly decorated with bird and other animal motifs. The range of items is primarily decorative, such as ashtrays, vases, coasters, small bowls, and boxes for trinkets. The color palette is restricted to blue derived from the cobalt oxide, green from the copper oxide, and white, though other non-conventional colors, such as yellow and brown are sometimes included.

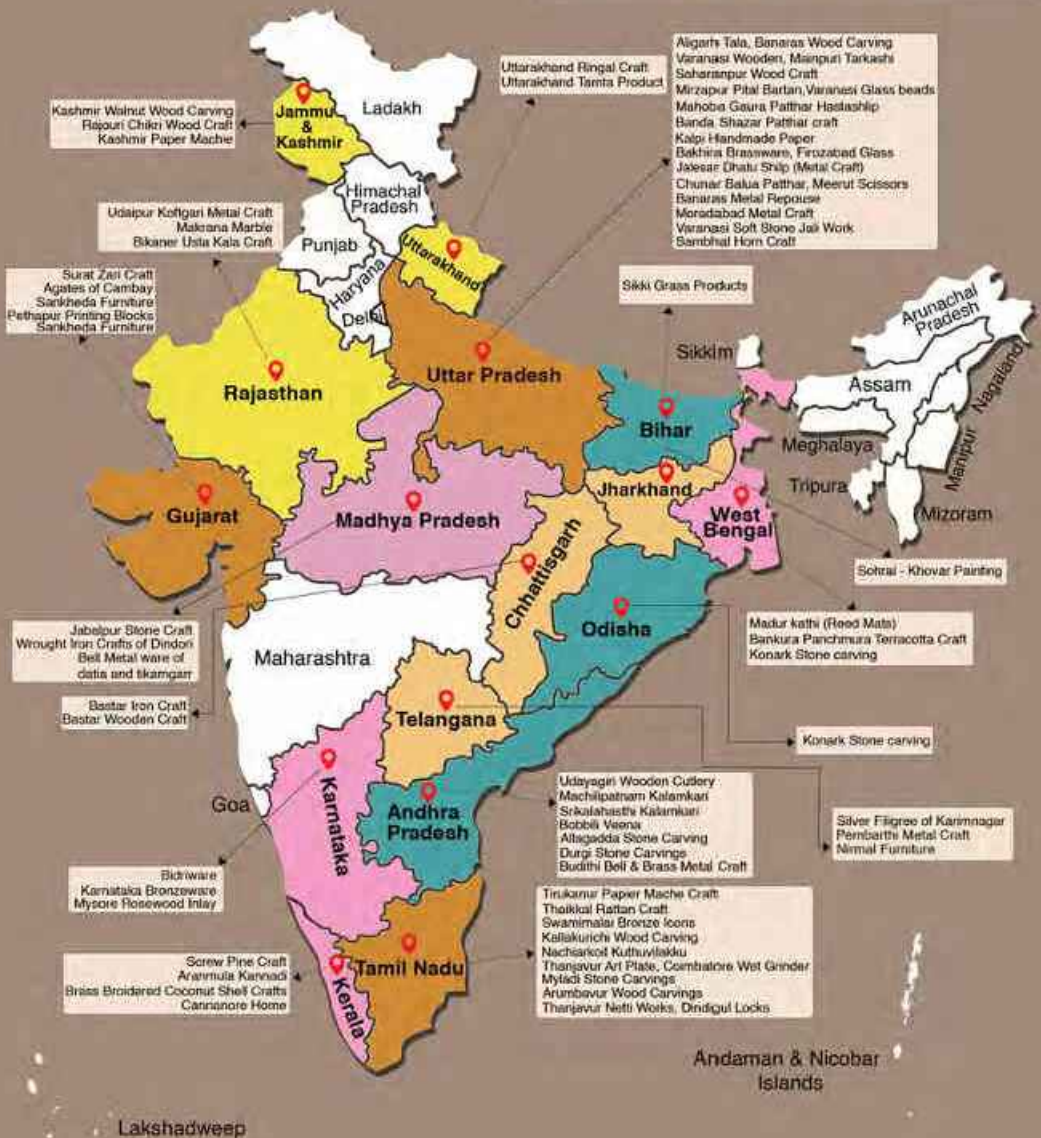
The Pattachitra art form is known for its intricate details as well as mythological narratives and folktales inscribed in it. Pattachitra is one of the ancient artworks of Odisha, originally created for ritual use and as souvenirs for pilgrims to Puri, as well as other temples in Odisha. The paintings of Odisha can be divided into three categories from the point of view of the medium, i.e. paintings on cloth or 'Patta Chitra', paintings on walls or 'Bhitti Chitra' and palm leaf engravings or "Tala Patra Chitra". The style of all these remains more or less the same at a specific time because the then artists were commissioned to work in all these media, it is believed.



Pithora is a highly enriched Folk Art from Gujarat, which is a traditional and ritualistic painting practiced by the Rathva community of Chhota Udaipur in Gujarat. It is part of a ritual performed by the community to complete vows to gain the boon of the chief god of the Rathvas, Baba Pithora. Usually, from ancient times Pithora is done on the walls outside homes to appease God for peace, prosperity, and the eradication of obstacles from the lives of Tribes. Having a Pithora in the homes is a matter of pride and prestige for a Rathva Tribes Community. The unique and beautiful style of Pithora originated approximately 3000 years ago and since then it has been part of the Rathva Tribal Community for centuries. The Traditional size of Pithora Painting, when done on the wall, is 11-9 feet, in total, and there are almost 165 types of motif that can appear in a single Pithora Painting.

Geographical Indications of India

Metal, Wood, Stone, Glass, Paper, Grass, Pine, Bamboo



Crafts

METAL WOOD STONE GLASS PAPER PINE GRASS BAMBOO

“The notion of education through handicrafts rises from the contemplation of truth and love permeating life’s activities.”
- Mahatma Gandhi





The wood carving artistry in Saharanpur is about 400 years old. The products showcase the skill of the craftsmen of the region and intricate designs and carvings chiselled on wood, mostly sheesham wood being the raw material of choice. The export of these wood carving furniture and handicraft products is carried out by exporting units in the district. The wood carving cottage industry is also prevalent in districts such as Basti, Bijnore and Raebareli. The wood items manufactured here include household items such as doors, charms, beds and wooden figures like toys and other artworks. Nagina village in Bijnor district is famous world over for its wood carvings and also gets its name (meaning jewellery) from the woodwork and wooden jewellery it specializes in.

Popular as the 'Pital Nagri' (brass city), Moradabad is famous for being a major manufacturer and exporter of brass art wares. Considered as a hub of metal work, the city is known for producing cable glands, industrial metal, brass, flameproof, waterproof and electrical accessories.

But the prime focus is on metal craft. So you can see figures and figurines in varied shapes and designs. The inspiration often comes from ancient art forms, varying from Hindu gods and goddesses to painting dating to the Mughal era. Therefore, the designs made on the brass products are representative of the culture, heritage and diversity of the land. Though brass has been the metal of choice traditionally, gradually other metals like aluminium, stainless steel, iron, etc., are also used more and more. Situated on the banks of the Ramganga River, Moradabad is carrying on the legacy of brass handicrafts industry in the country.



Sikki grass crafts are various handicrafts that are made from a special kind of grass known as Sikki found in Bihar. The women of the Mithila region of North Bihar are known for their impressive craft skills. From the early centuries, they have been making beautiful Sikki Craft apart from the very famous Mithila Painting, Godna Painting, Papier mache, Sujani Embroidery, Appliqué works, etc. The art of making items from sikki grass is an ancient one in the province of Bihar. Sikki is dried and the flower head is cut off. The resulting fine golden fiber is used in weaving to make toys, dolls, and baskets (dolchi). Items are sometimes painted. Boxes made of sikki known as pauti are given to daughters by parents on the occasion of their wedding.



Ringal weaving is an age old craft of Uttrakhand. Artisans use a special species of dwarf-bamboo that grows abundantly in the local forest.

Ringal differs according to the altitude. The Ghad Ringal or Kathin

Ringal from which baskets are usually made grows in the lower altitudes (3000 to 5000 feet) in both Kumaon and Garhwal. The finer Dev Ringal is collected in the autumn and the basket is woven in the winter by beating the warp splits so as to remove the pith and flatten them. Ringa Bamboo is sturdy and flexible. It is small compared to other Bamboos, growing only 12 feet in height. It is generally found near the water bodies, along the rivers & in the damp valleys and forests. Its products are found in almost every village household, mostly for storage purpose.



Geographical Indications of India Condiments, Spices, Herbs



Essence

CONDIMENTS SPICES HERBS

“If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions, I should point to India.”

– Max Muller (German Philologist, 1823 - 1900)





Malabar pepper is a variety of black pepper that originated as a chance seedling in a geographical region that now forms part of the present-day state of Kerala in India. The fruit, known as a peppercorn when dried, is a small drupe five millimetres in diameter, dark red when fully mature, containing a single seed is native of black pepper, the world's most traded spice, and one of the leading producers of Black Pepper in the world. This precious spice is called 'BLACK GOLD' because of its unique significance.





Large cardamom of Sikkim commonly known as 'Queen of Spices' was awarded the Geographical Indication Tag (GI) in 2014-15 for its heady aroma, distinguished flavor, and superior quality of produce attributed to the agro-climatic conditions and organic farming techniques of mulching, decentralized irrigation methods, no application of chemicals or fertilizers, use of organic matter, and indigenous pest control.



Assam Karbi Anglong ginger is a very fleshy yet fibrous ginger grown exclusively in the Karbi Anglong hill district in Assam, with the bulk of it going out to the mandis/markets in the national capital region. The Amazing Karbri Anglong dry Ginger whole is a product of the Hilly Tribal District of Karbi Anglong in Assam administered by the Sixth Schedule of the Indian Constitution for protecting and preserving tribal culture.



The Naga King Chilli (*Capsicum Chinense*/Frutescens) is a traditional food item of the Naga people. Nagaland is believed to be the original home of this chilli pepper and Nagaland Government has obtained the GI rights for this product in 2008. This chilli pepper is called by various names such as Naga Jolokia, Naga Morich, Bhut Jolokia, Bih Jolokia, etc. Nagaland Government has found that there are four varieties of the Naga King Chilli pepper, and the hotness of the chilli is undisputed.

Geographical Indications of India Ready to Eat Food



Delicacies

READY-TO-EAT FOOD

“After the conversations about Indian philosophy, some of the ideas of Quantum Physics that had seemed so crazy suddenly made much more sense.”
– W. Heisenberg (German Physicist, 1901-1976)





Agra's famed petha, a translucent, soft candy made from winter melon, has its roots in the Taj Mahal's construction era. Workers, seeking a change from their monotonous meals, created this sweet treat to energize themselves during the construction process, leading to its widespread popularity in the city.



Ooty varkey is a crusty crispy cookie native to the Nilgiri District in Tamil Nadu. It is an ideal evening snack with a cup of tea.



The crunchy and crispy sev is a commonly eaten namkeen across India. They are small, bite-sized. Deep fried noodles made from flour dough. Accorded with the GI-tag in the year 2015, this sev belongs to the Ratlam region of Madhya Pradesh.

Khaje is the traditional Goan sweet ubiquitous at every temple and church fair across the state. Prepared in chick peas flour, deep fried and tossed in melted jaggery, infused with ginger juice, sprinkled with sesame seeds, Goan Khaje is an absolute delight of the Goan cuisine and culture.



Hyderabad is not only famous for Hyderabadi biryani but is also quite popular for its special Haleem, a popular meat and wheat dish. It was awarded a GI-tag in 2010. Comprising a mix of pounded multigrain lentils, goat or chicken meat, clarified butter, dried fruit and saffron, the dish is full of proteins and one of the best delicacies to be eaten during the month of Ramazan.

Geographical Indications of India Beverages



Souful BEVERAGES



“Waking up in India is like waking up to
life itself.”
– Reymond Page





Darjeeling tea is a tea made from *Camellia sinensis* var. *Sinensis* that is grown and processed in the Darjeeling or Kalimpong Districts in West Bengal, India. Since 2004, the term Darjeeling tea has been a registered geographical indication referring to products produced on certain estates within Darjeeling and Kalimpong. The Tea Board of India defines "Darjeeling Tea" as having "been cultivated, grown, produced, manufactured and processed in tea gardens in the hilly areas of Sadar Subdivision, only hilly areas of Kalimpong District, and Kurseong subdivision of the District of Darjeeling in the State of West Bengal."



Assam Orthodox Tea is a registered Geographical Indication (GI). Assam Tea has a rich, deep-amber colour and is famous for its rich, full-bodied cup. It is known for its brisk, strong and malty character, making it a perfect tea to wake up to. The distinctive second flush orthodox Assam teas are valued for their rich taste, bright liquors and are considered to be one of the choicest teas in the world. Assam means 'one without equal' and that is really true about its teas. They say 'you haven't woken up fully if you haven't sipped Assam tea.



Geographical Indications of India Fruits & Vegetables, Grains & Pulses




Grains & Greens

FRUITS VEGETABLES GRAINS PULSES

"To me, India's always represented 'everything'; it represents 'all.' Everything is here. You can stay here forever, and you'll never feel like you've missed out on life."

– Chris Martin (English Musician, b. 1977)





Kala namak rice is one of the finest rice varieties in India, not as wellknown as Basmati, but packed with nutrition and aroma. It gets its name from its dark husk. This variety has been in cultivation at least since the time of the Buddha, indicated by the discovery of fossilized grains in the village Aligarhwa in the Siddharthnagar district. This place is believed to be the site of a part of Kapilvastu, the capital of the Buddha's father, King Suddhodhana's kingdom. The English tried to conserve this aromatic rice, which is typical only to this region, and exported it to Britain, even getting into a trade war with Gujarati traders. But after independence, the bazaar diminished and so the production of this local rice slowly dwindled. The kala namak chawal has been granted the GI tag and an area in the Siddharthnagar district identified for its cultivation. The district has several hybrid calcareous rice yields, and over 45 units operating in the rice industry here.



Ratnagiri is a coastal district of Maharashtra with a rich ecology, abundant natural resources, and suitable climatic conditions for growing fruits like Mango, Kokum, Cashew. Ratnagiri Mango received a GI tag in 2018 majorly attributed to its uniquely sweet taste, attractive orange yellow colour, fibreless, soft texture, pleasant flavour, and sweet taste.



Mahabaleshwar in Satara is the only district in Maharashtra which produces strawberries. It received a GI tag in 2009 as it contains up to 80% water, making it juicier than other fleshier strawberries. The glucose content is up to 10% which makes it naturally sweeter.



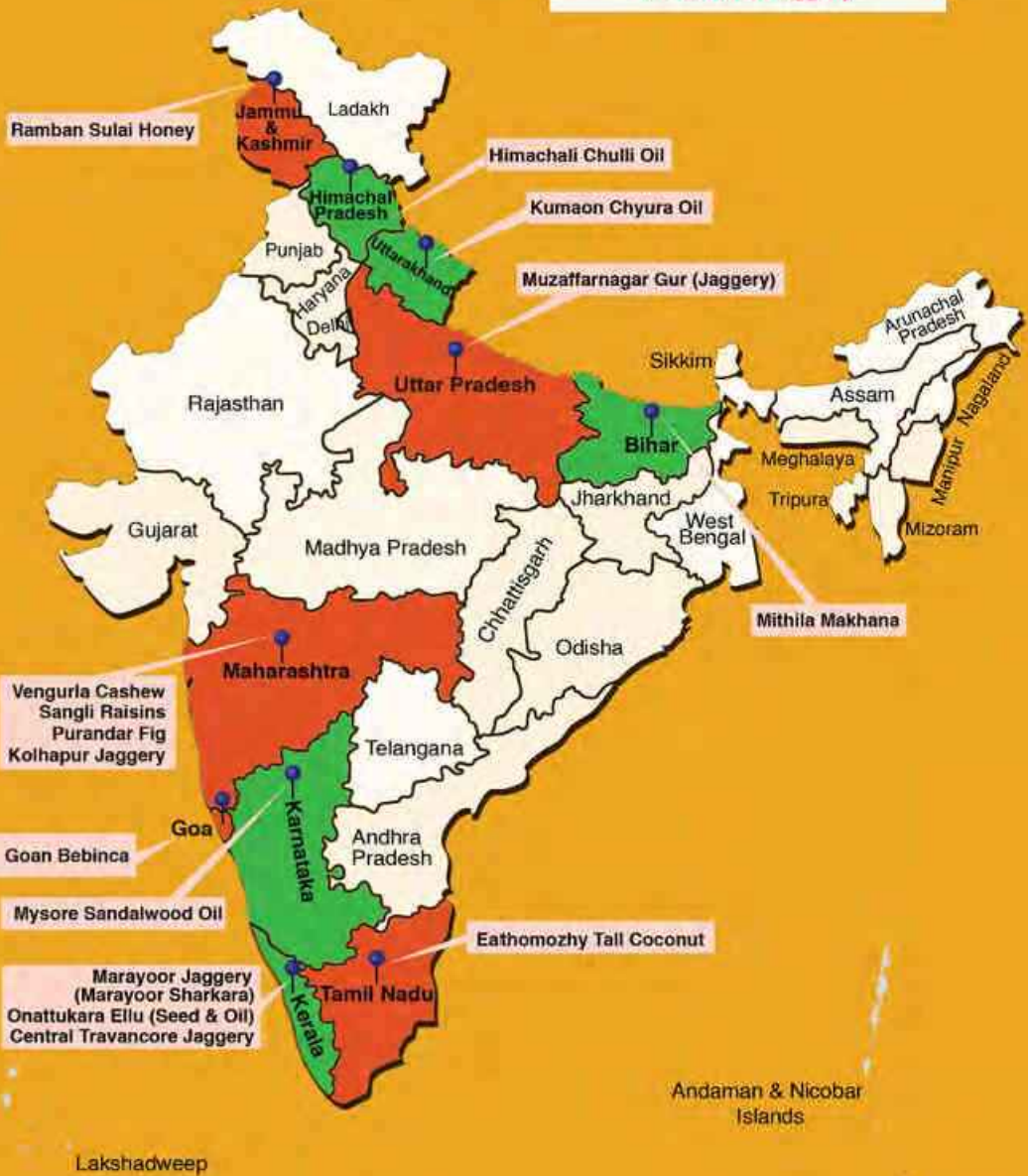
Nagpur city is the winter capital of the state of Maharashtra, famous throughout the country as “Orange City” as it is a major trade center of oranges cultivated in the region. The orange crop here grows twice a year. It is rich source of Vitamins like C, A and B.



Nashik grape from Maharashtra received its GI Tag in 2010. Nashik grapes contributes to around 73% of states production and 82% of export.



Geographical Indications of India Nuts, Oils, Jaggery

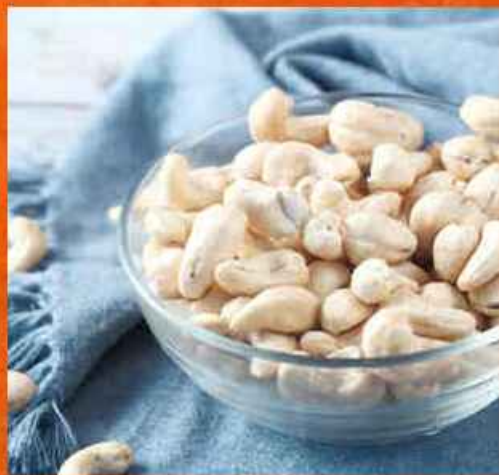


Everyday Essentials

OILS NUTS JAGGERY HONEY

“In India, I found a race of mortals living upon the Earth, but not adhering to it, inhabiting cities, but not being fixed to them, possessing everything, but possessed by nothing.”

– Apollonius Tyanaeus (Greek Philosopher)



Chyura grows extensively in the area of Pithoragarh and Kumaon as well as the adjoining districts of Almora, Bageshwar and Nainital. These trees have a tendency to grow in shadow valleys or on riverine settlements. Chyura trees start yielding fruit generally between five and nine years of age. The fruiting happens in the month of April – July. The innermost core of the Chyura fruit contains a thin but hard brown seed with a glossy coating and within it rests its kernel. These seeds are used for oil extraction while the seed residue acts as a potent mosquito repellent. The oil is extracted from the kernel of the Chyura seeds. This has been prepared in the age-old method for generations by the locals in Uttarakhand.



Kolhapur, Maharashtra is one of the largest producers of Jaggery in India and received GI Tag in 2011. The Kolhapur Jaggery is made without any chemicals (contains 80% sugarcane juice and 20% Sugar).

The production of gud, or jaggery, is a traditional economic activity in the districts of Faizabad and Muzaffarnagar. They are both largely agricultural states with a large area under sugarcane cultivation – sugarcane is the crop used to make jiggery. In Faizabad, about 20 per cent of the total land area is dedicated to sugarcane. This district's products include jaggery and related products like sesame gajak, laddoo, chikki, gudkaj laddoo, etc. Muzaffarnagar has also been known for its gud for the past 50 years. The jaggery made here is also sent for sale to other states, including Gujarat, Rajasthan and Haryana. The Faizabad district is in eastern UP, while Muzaffarnagar is a border district in western UP and is part of the National Capital Region. Faizabad has religious and historical significance and is associated with the events of the Ramayana.

Geographical Indications of India Sarees & Shawls



Weaves

SAREES SHWALS CARPETS

"A good life is like a weaving. Energy is created in the tension. The struggle, the pull and tug are everything."

- Joan Erikson (Canadian Author, 1903-1997)





Six yards of pure grace...





In keeping with the name of the holy city of Varanasi, the elegant Banarasi silk sari is a symbol of grandeur and nobility. Varanasi silk is in great demand and is used in home furnishings, silk fabric and other utility products. Even though there are references to silk and brocade manufacturing in Varanasi in ancient Hindu texts, the work today also reflects the artistic traditions that the Mughals brought to India, with Persian motifs mingled with older, traditional designs on these heirloom saris. Banarasi silk saris can be in pure silk, organza, georgette or shatir. Other types of Banarasi saris include meenakari, zardozi, jamawar, jamdani, Banarasi net and cotton.

Mangalagiri Sarees and Fabrics are produced by performing handicraft weaving in Mangalagiri, a town in Guntur district of the Indian state of Andhra Pradesh. It was registered as one of the handicraft in the geographical indication from Andhra Pradesh by Geographical Indications of Goods (Registration and Protection) Act, 1999. The Mangalagiri fabric is produced by weaving with the help of pitlooms from combed yarn by warp and woof interlacing. The fabric then undergoes the process of dyeing. The Nizam design is another characteristic of the fabric. The occupation of weaving is as old as 400 years as per some inscriptions found in this region.





UP's Bhadohi district is globally known for the production and export of carpets with distinctive designs. Carpet-making is a craft that is said to have come to this region with the Mughals. It began to flourish as an industry after colonial rule. Different areas are known for different kinds of carpet weaving, and the weavers of the Mirzapur-Bhadohi region are renowned for weaving carpets of any design, including the old Persian ones that are in great demand. Bhadohi is home to one of the largest hand-knotted carpet weaving industry hubs in South Asia. There are approximately 63,000 artisans in the district who are associated with this work. The total number of looms in Bhadohi is over 1 lakh, and over 500 export units have been established here. Handmade carpets are very popular in luxury markets internationally. Mirzapur and Sonbhadra in eastern UP are also known for different kinds of carpets

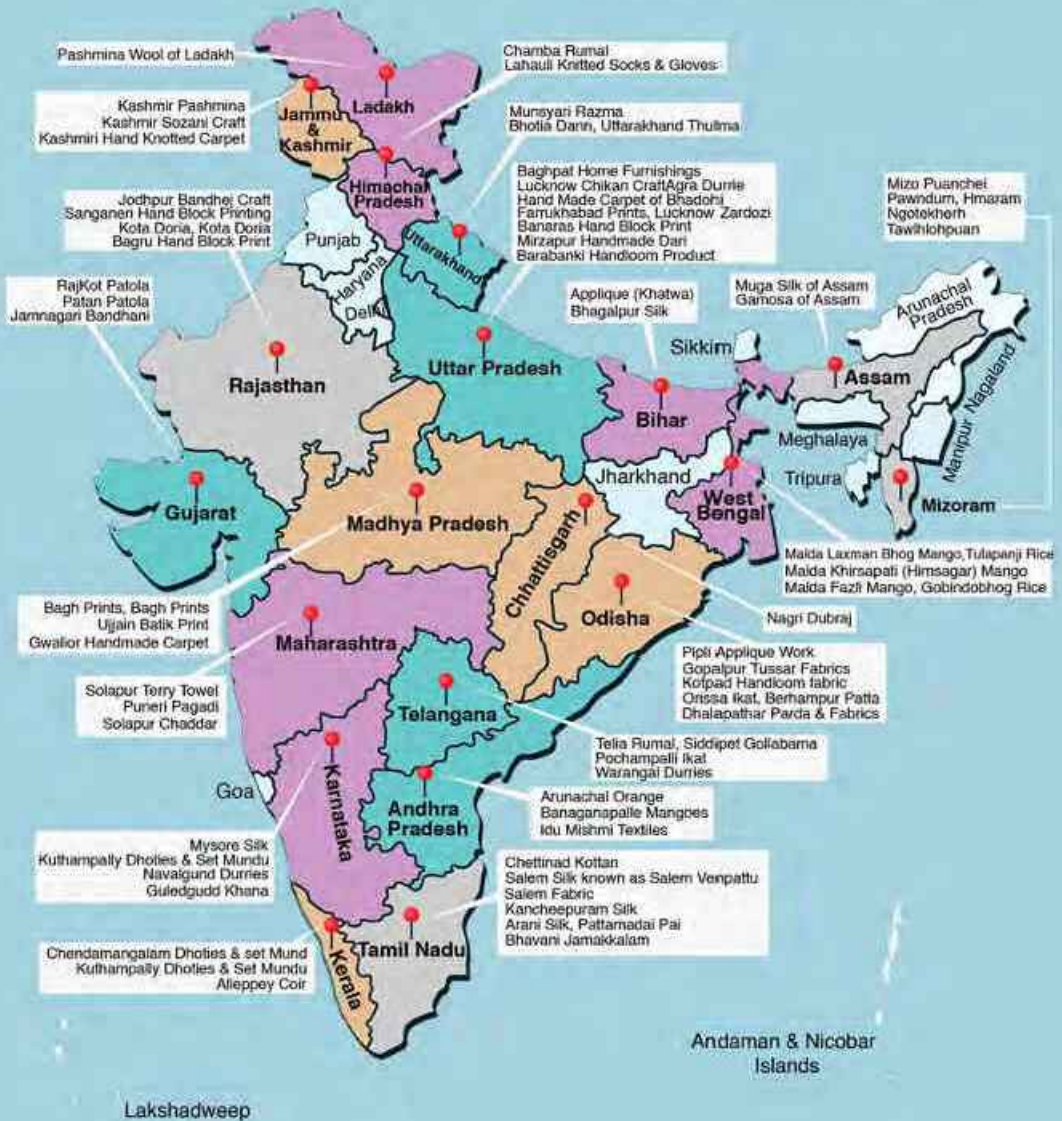




Thulma is traditionally woven by the Shauka Women from Uttarakhand. Thulma is woven either on a pit loom or the frame loom. It is woven in long strips that are cut and stuck together, the edges are finished with a blanket stitch. It is quite light and the fabric is brushed from inside which gives a fuller texture to keep the wearer warm in cold regions. Originally, these blankets were woven with undyed wool, but due to popular demand, they are now woven with dyed wool in bright red, blue, pink, black, and green. Thulma blankets are valued possessions for the people of Dharamgarh and it is gifted to the groom's family at the time of marriage. The thulma is considered very warm for the hilly region. During ancient times, people carry this product during hunting and use it as a quilt.

Geographical Indications of India

Towels, Dhoti, Prints, Yardage



Fabrics & Prints

TOWELS DHOTI PRINTS YARDAGE

“India is a place where colour is doubly bright.
Pinks that scald your eyes, blues you could
drown in.”

– Kiran Millwood Hargrave (British Poet, b. 1990)





Bagh print is a traditional Indian handicraft originating in Bagh, Dhar district of Madhya Pradesh, India. The process is characterised by hand printed wood block relief prints with naturally sourced pigments and dyes. Bagh print fabric motifs are typically geometric, paisley, or floral compositions dyed with vegetable colours of red and black over a white background, and is a popular textile printing product. Its name is derived from the village Bagh located on the banks of the Bagh River.



Pochampally ikat, is a type of silk that finds its origin in a small town of Andhra Pradesh (now Telangana), Bhoodan Pochampally. Dubbed as the "Silk City of India", the town is known for giving the world a fabric that can rival any other Ikat production in the country. The silk saree boasts of blending comfort with the usual grandeur meant for silk sarees, to perfection. Which means that if you aren't a typical saree wearer, this is the perfect way to break in. The weaving process of the traditional Pochampally ikat sarees is said to be brought to the small town of Pochampally from Chirala where the art was locally referred to as chit-ku. Its uniqueness lies in the transfer of intricate design and colouring onto warp and weft threads first and then weave them together globally known as double ikat textiles.





The word Bandhani is derived from the Sanskrit word Banda which means “to tie”. Bandhani is truly an art that involves dyeing a fabric tied tightly with a thread at several points, producing a variety of patterns. Bandhej is the oldest form of tie & die art which began about 5000 years ago. As per the historical evidence, the first Bandhani saree was worn at the time of Bana Bhatt's Harshacharita in a royal marriage. One of its earliest visual representations can be seen in the Ajanta caves. In India, Bandhani work was started by the Khatri community of Gujarat. Places in Rajasthan like Jaipur, Sikar, Bhilwara, Udaipur, Bikaner, Ajmer, and Jamnagar in Gujarat are the well-known centers producing odhnis, sarees, and turbans in Bandhani. It is an ancient form of art that is still in practice.

Bagru printing is one of the traditional techniques of printing with natural colour followed by the chippas of a remote place of Rajasthan. Motifs having some specialty are transferred onto the light-colored backgrounds with wooden blocks following two styles direct and resist style.



Geographical Indications of India
Footwear and Leather Products



Style & Vibe

FOOTWEAR & LEATHER PRODUCTS

“To other countries, I may go as a tourist, but to India,
I come as a pilgrim.”

– Martin Luther King, Jr.





Kolhapur Chappal from Maharashtra received a geographical indication (GI) tag in 2019. The chappals are handcrafted, and around 10000 artisans are engaged in manufacturing leather footwear.

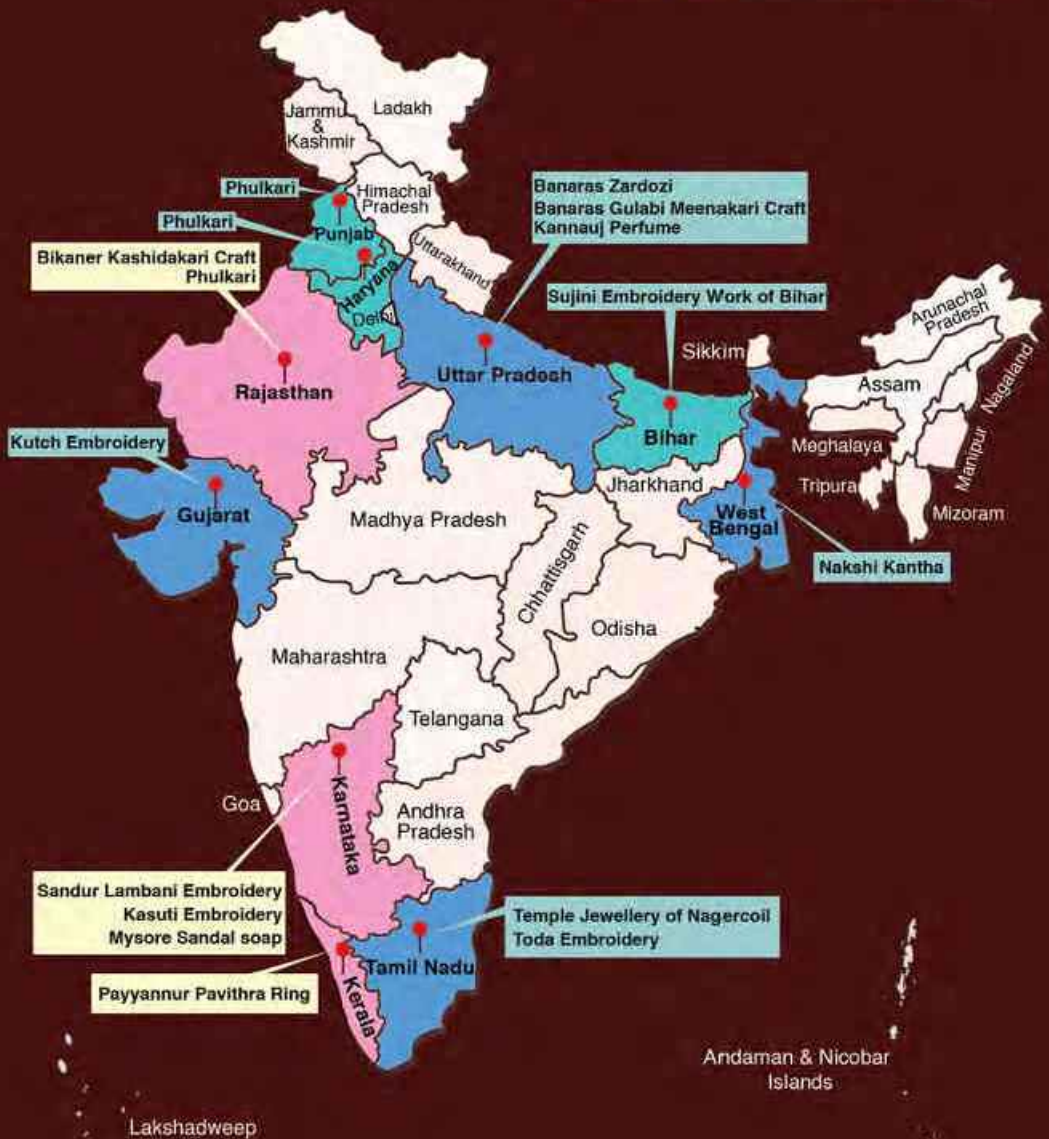


Santiniketan Leather Goods are leather products made in Santiniketan and surrounding villages near Kolkata, West Bengal, India. The material used is vegetable tanned leather with art work done by touch dyeing. They are generally made of E. I. Leather (East India Leather) from sheepskin and goatskin. This product has been registered for protection under the List of Geographical Indications of the Trade Related Intellectual Property Rights (TRIPS) agreement. In July 2007, it was listed as "Santiniketan Leather Goods" under the GI Act 1999 of the Government of India with registration confirmed by the Controller General of Patents Designs and Trademarks under Class 18 Handicraft goods vide application number 509 for the dated 12 July 2007.



Kanpur city is the largest hub of the Indian leather industry, and accounts for over 20 per cent of the total leather goods export. Kanpur's leather products are exported to various countries, including the US and several European countries. These include footwear, belts, purses, garments, saddles and many more. Agra is also well-known for its leather craft. Kanpur is where much of the raw material comes from, besides Kolkata, Chennai, and even Taiwan and China. In this district, small and medium enterprises are engaged in leather crafting. A variety of leather products are manufactured here. However, here product quality could be further enhanced by establishing design labs and testing facilities, and further diversify the products made here. Kanpur is one of the major metros in UP located on the banks of the Ganga. Agra is also one of the major cities in the state and an important historical site, home to the world-famous Taj Mahal. Located on the banks of the Yamuna, Agra is closer to the national capital, Delhi.

Geographical Indications of India
Jewellery, Embroidery, Perfumes



Accessories

JEWELLERY EMBROIDERY PERFUMES

In India we celebrate the commonality of major differences; we are a land of belonging rather than of blood.”

– Shashi Tharoor





Zari-zardozi originated in Persia and was popularized in India by the Mughals. It is a fine form of traditional embroidery, which is glitteringly ornate and heavily encrusted with gold thread work. The zari-zardozi industry in the Budaun district is largely a small-scale cottage industry, and it employs almost 35 per cent of the families in the area. Raw material used for this craft include silk, kardana pearl, kora kasab, fish wire, nakshi, pearls, chandla, jarkan noori, mirrors, golden chains and so on. Locally known as 'karchobi', this art is popular and appreciated globally. Other districts that specialize in the art are Bareilly, Chandauli, Kasganj, Unnao, Lucknow and Shahjahanpur. Traditionally, three types of threads were used in zari work – gold, silk, and silver. With time, these have been replaced with synthetic threads; yet the art form has retained its aesthetics and grandeur. Zardozi work finds a place of prominence on dress materials, bags, shoes, coats and gowns apart from sarees.





Sujani (or Sujini) is a traditional quilt making method popular in the rural areas of the state of Bihar. This art has been long preserved in the remote villages by the women who prepare articles of great aesthetic value, primarily meant for household use such as saree, dupattas and kurtas. The sujani technique of sewing together the layered pieces of old cloth is deeply rooted in two ancient beliefs: First, the clothes bound together by Sujani serve a ritual function. Stitching together the separate pieces symbolically embodies the holistic Indian philosophy that all parts belong to the whole and must return to it.



Nakshi Kantha, a type of embroidered quilt, is a centuries-old Bengali art tradition of the Bengal region. The colorful patterns and designs that are embroidered resulted in the name "Nakshi Kantha", which was derived from the Bengali word "naksha", which refers to artistic patterns. The early Kanthas had a white background accented with red, blue, and black embroidery; later yellow, green, pink, and other colors were also included. The running stitch called "Kantha stitch" is the main stitch used for the purpose. The registry office handed over the Geographical Indication to West Bengal in 2008.



Lambada embroidery (lambadi embroidery, Lambani, Sandur Lambani embroidery, Banjara embroidery, lepo) is an art of embellishing clothes practised by the Lambadas or Lambanis, the tribe in Sanduru, the Banjaras of Bellary and Bijapur in Karnataka. Lambada embroidery uses a combination of stitches and appliqué, along with mirror work and other embellishments. Tribal women use coins, shells, buttons, cowries and small pieces of mirrors to decorate their colourful costumes, such as phetiya (skirt) and kanchali or (blouse). The motifs are mainly geometrical with grid like patterns.



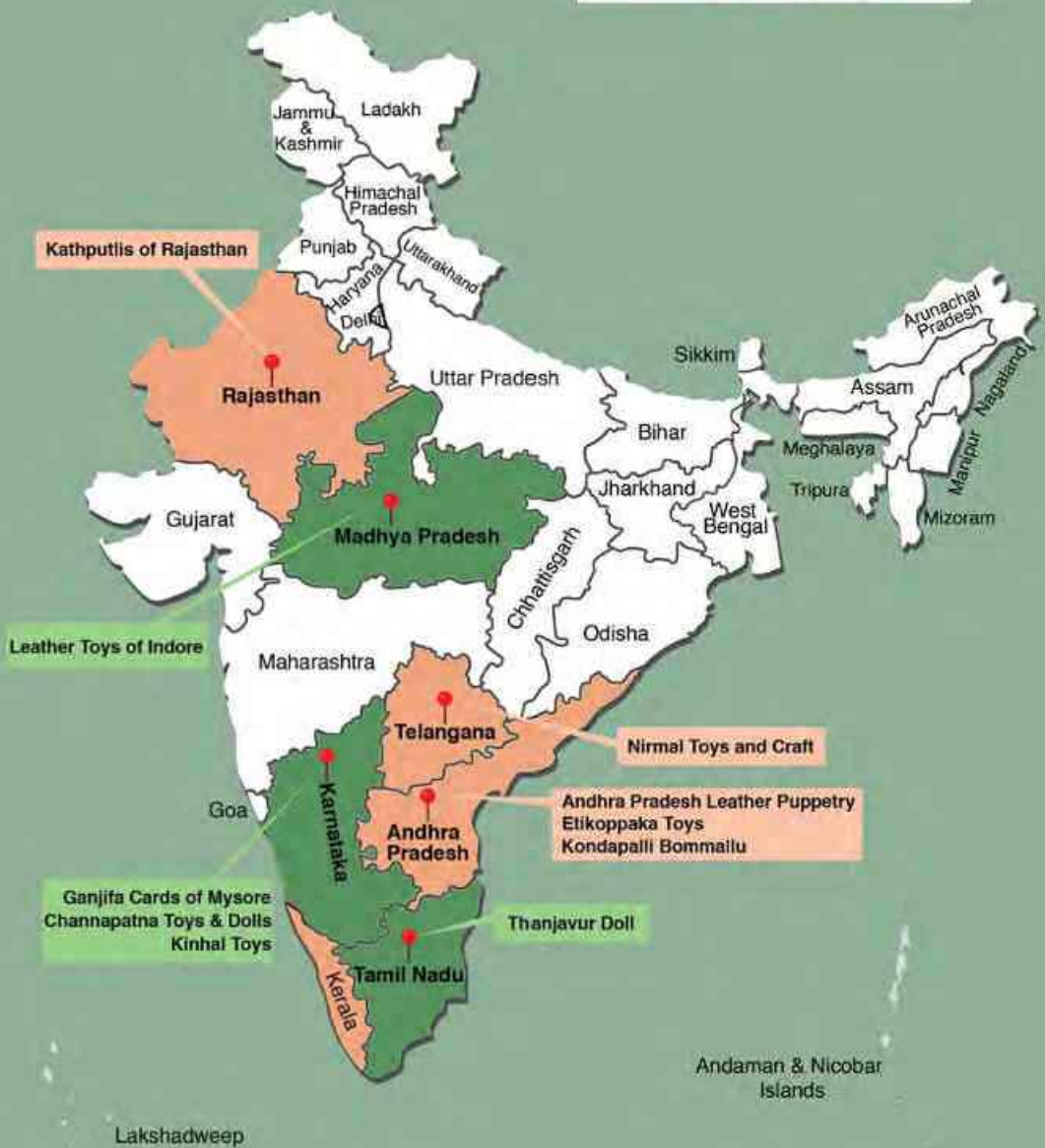
The city of Kannauj has a royal history going back to kings and queens. Perfumes and fragrance have been an integral aspect of the regal past. Popularly known as the 'Perfume City', Kannauj has seen the 'Suras and Aroma Development Centre' (FFDC) in operation in the district since 1991. Established in collaboration with UNIDO (central and state governments), all kinds of research and tests related to perfumery (from plant cultivation to processing, biotechnology, trainings and other related functions of aromatic plants) are carried out at the facility. Kannauj has been the perfumery town of the country for thousands of years. It is only natural then that the city leads the way in modern techniques of perfume-making and improves on the traditional methods and knowledge in the industry that is almost an art form practised for centuries.



Mysore Agarbatti is made using locally grown ingredients found in the state of Karnataka. This heavenly incense was awarded the GI-tag from the Government of India in 2005 due to its historic background and the remote availability of the materials used. The making of Mysore Agarbathi became an organised industry in Bangalore during the 1900s. The incense sticks are locally known as oodabathies (blowing fumes). Herbs, flowers, essential oils, barks, roots and charcoal are ground into a smooth paste, then rolled onto bamboo sticks and dried in the sun. The key ingredients Sandalwood and *Ailanthus malabaricum* (which yields halmadi) are indigenous to the forests of Karnataka.



Geographical Indications of India Toys and Games



Joy of Toys

TOYS AND GAMES

“It is true that even across the Himalayan barrier India has sent to the west, such gifts as grammar and logic, philosophy and fables, hypnotism and chess, and above all numerals and the decimal system.”

– Will Durant (American Historian, 1885-1981)





Channapatna, near the Bangalore-Mysore highway, is famed for vibrant wooden toys. Along the highway, you can swiftly buy souvenirs. For an immersive experience, visit the village and witness artisans crafting these treasures from soft ivory wood, hand-painted with vegetable dyes. While many are now machine-made, a few artisans still craft them. Tipu Sultan's association adds to their charm. These toys earned a Geographical Indication (GI) tag in 2006.



Part of Andhra's shadow puppet theatre legacy (Tollu Bommalu), the leather puppets make exquisite souvenirs, especially for interior decor. This art dates back to 200 BC during the Satavahana rulers' era, featuring tales from the Ramayana and other classics. Traditionally crafted from fine hide, nowadays, parchment is also used. These colourful, finely detailed puppets, often from a single piece of hide, add ethnic elegance to your space. Recognized with a Geographical Indication (GI) tag in 2008, they hold cultural significance.



The puppet playing tradition of Rajasthan is an ancient art form that has entertained mankind for generations. The puppets are hung and controlled by strings or marionettes known as Katputhlis. Rajasthani String Puppetry is one of the most dynamic elements of Indian culture and they are unique in their own ways. These lovely and colourful string puppets are hand-carved using wood and cloth. The head of these puppets is made out of wood and coloured according to the character they portray in the drama.



The dancing dolls (thalai aatti bommai) of Thanjavur have a unique production method involving plaster of paris, papier mache, wood pulp and sago. The GI-tag recognized the 'raja-rani' motif of the doll tradition and attributed the dolls to the skills of artisans in and around Thanjavur.



One District One Product (ODOP) initiative is aimed at fostering balanced regional development across all districts of the country. The initiative aims to select, brand, and promote at least One Product from each District (One District - One Product) of the country for enabling holistic socioeconomic growth across all regions. The ODOP Initiative has identified a total of 1102 products from 761 districts across the country.

Further Information:

<https://www.india.gov.in/spotlight/one-district-one-product-odop>

<https://ipindia.gov.in/registered-gls.htm>

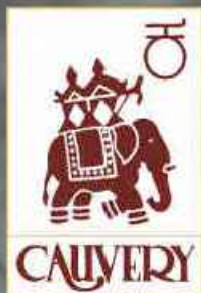
<https://mospi.gov.in/list-handicrafts-craft-maps-states-uts>

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India offers a series of State government-run emporiums from each state across the country. The boutiques are a treasure-trove of traditional handicrafts, clothes, jewellery, paintings, sculptures and other accessories. The Emporiums celebrate India's rich cultural heritage and diversity and are a unique immersive experience. They play a vital role in presenting the stories and the finest specialities of each state, enabling these marvels to reach Indian and global consumers.





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